

# GC Insight

## Our Use of Artificial Intelligence (AI)

### Our approach to AI

GC Insight has a strong interest in the responsible use of artificial intelligence (AI) as part of our wider commitment to high-quality, rigorous and forward-looking research and advisory services. We see AI as a tool that can support and enhance our work, but it will not replace professional judgement, methodological rigour or the human insight that is vital to maintain our quality standards.

GC Insight is taking a measured and transparent approach to AI adoption. We will only use AI where it:

- genuinely adds value for clients
- improves the quality, efficiency and accessibility of our work.

### Why GC Insight uses AI

We use AI to:

- Improve efficiency in research and delivery processes to allow our team to spend more time on analysis, interpretation and insight
- Support consistency, quality assurance and clarity in written outputs
- Explore new analytical techniques that enhance our understanding of the issues

Our aim is to use AI to **augment** the expertise of our consultants, not to automate decision-making or outsource critical thinking.

### How GC Insight uses AI in practice

Where AI is used in client work, it may support activities such as:

- Early-stage research scoping or literature scanning
- Stimulating critical thinking for how we might undertake our work
- Capturing interviews and meetings so we can quickly share and corroborate messages
- Drafting or structuring text, which is then reviewed and refined by consultants
- Summarising information or identifying patterns to inform further analysis
- Quality assurance checks, such as consistency, readability or formatting

Final analysis, interpretation, conclusions and recommendations will always be produced, reviewed and signed off by a senior member of the GC Insight team.

We will not use AI to make automated decisions, generate unreviewed outputs, or replace agreed analytical methods without the active support and involvement of our clients.

## **GC Insight's commitment to responsible AI**

GC Insight is committed to responsible, ethical and lawful use of AI. Our approach is guided by:

- Transparency about when and how AI is used
- Fairness and care to avoid bias or unintended harm
- Human oversight at all stages of delivery
- Compliance with UK GDPR, data protection, industry guidance and client contractual requirements

Our use of AI is aligned with the Growth Company's internal AI governance framework and information security standards, including the upcoming ISO 42001 accreditation.

## **Safeguards and controls**

To ensure appropriate use, we have safeguards in place, including:

- Clear internal guidance on acceptable and unacceptable uses of AI
- Restrictions on the use of client-confidential, personal or sensitive data in AI tools
- Maintaining appropriate IT security protections around our data
- Mandatory human review of all AI-assisted outputs
- Ongoing monitoring of accuracy, quality and risk
- Regular review of tools and practices as technology and regulation evolve

Where client requirements limit or prohibit the use of AI, we fully comply with those conditions.

## **Client assurance and dialogue**

We recognise that clients vary in their expectations and comfort with AI. We will work with each of our clients to:

- Explain our approach to AI in more detail
- Clarify whether and how AI may be used on a specific project
- Adapt our approach to meet client policies or preferences

Our priority is to build trust and deliver work that is robust, ethical and fit for purpose.

This statement and our approaches will be kept under continual review and updated as appropriate.

This statement was last updated in June 2026.